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Automated tool to easily manage, raise, invest, and trade cryptocurrency assets

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01 **Executive Summary**

The purpose of this paper is to provide a conservative estimate of Cryptool's forecasted platform performance and returns for investors.

The paper begins with Cryptool's Strategy: whereby it aims to provide a simple a user-friendly yet comprehensive platform for Individual Investors and Fund Administrators to manage portfolio's, raises, investments, and digital assets trades.

With more than two decades of expertise in the cryptocurrency market, the Cryptool team has served as presale/IDO investors, advisors, and VC owners, among other roles. Throughout this extensive tenure, the team has observed numerous failed projects, attributing their shortcomings to issues like poor business management, weak tokenomics, and a lack of value for token holders. Drawing valuable insights from these experiences, the Cryptool team has diligently translated its learnings into the development of a robust, transparent, and sustainable business plan.

Cryptool boasts competitive advantages, including limited competition, proactive preparation for the next bull market, and an extensive network of investor groups. The Cryptool Platform Economics model highlights two key revenue streams: user monthly account fees and platform transaction fees. The focus is on rapid user and platform transaction growth, with a generous monthly revenue.

To benefit users and investors, Cryptool will allocate a portion of its revenue to two Revenue Sharing programs: the Referral Marketing Program for users who attract additional platform users and the Buyback Program for investors holding Cryptool tokens.

The launch of the Cryptool Token introduces significant Utility, offering features such as reduced platform fees, reduced subscription membership fees in Cryptools native token, staking rewards and multipliers with additional benefits such as revenue sharing bonuses, platform voting rights, airdrops, and platform account tier upgrades.

Thoughtfully designed tokenomics include measures to limit supply and emissions, unlock specific allocations based on performance milestones, and provide incentives for token holders to limit selling. Four token funding rounds—pre-seed, seed, private, and public—are available for investor participation, with modeled scenarios showcasing significant ROI for token holders and stakers.

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02 **Strategy**

With over two decades of collective experience, the Cryptool team excels in both traditional business management and cutting-edge blockchain technology. Their diverse background spans multi-million / billion-dollar projects in industries such as oil & gas and chemicals, alongside extensive knowledge of successful blockchain ventures.

2.1 How Cryptool is Different

Blockchain Experience
Comprising five seasoned blockchain professionals serving as advisors, VC owners, and investors, Cryptool's core team boasts a collective expertise of 20 years within the blockchain industry. They possess a profound understanding of the crucial factors that drive project success and deliver value to investors and users. Their experience encompasses a thorough examination of both successful projects and the pitfalls of failed business models. By combining this insightful analysis with their own expertise, they've crafted a robust, profitable, value-generating, and sustainable business model that benefits investors, users, and strategic partners, irrespective of market conditions.

Business Experience
The team has an extensive 26-year history of business expertise, excelling in the management of multi-million/billion-dollar projects within the oil & gas and chemical sectors. With a proven track record of success in startups, consistently doubling profits annually, our skills in innovation, business development, and strategy are pivotal contributors to sustained financial success. The team's proficiency is further strengthened by robust technical and legal support.

Mission: Cryptool empowers individuals and fund administrators in managing, raising capital, and trading digital assets through our user-friendly platform. We're committed to redefining accessibility, innovation, and security in the cryptocurrency market.

Vision: Cryptool aims to lead investment management in crypto, providing reliability and accessibility. Through sustainability, transparency, and innovation, we deliver consistent value to users, investors, and partners, ensuring success in all market conditions.

2.2 Strategic Objectives

Cryptool aims to accomplish its Strategic Vision by focusing on the following:

- **Cryptool Platform:** Develop and implement a comprehensive, automated, and time-saving platform with one-click actions for easy cryptocurrency investment management by both Users and Admins.
- **Community Cultivation:** Attract users generating revenue and fostering a collaborative community of investors and enthusiasts for mutual learning and profit.
- **Token Holder Value:** Enhance Cryptool token utility, offer platform incentives, and support token value through an effective Buyback program to benefit token holders.
- **Execution Excellence:** Leverage team expertise in blockchain, business management, sales and marketing to achieve key milestones on time and within budget, maintaining vision, focus, and diligence.
- **Strategic Partnerships:** Form solid and mutually-beneficial partnerships with knowledgeable, motivated, reliable, and trustworthy entities vested in the success of Cryptool.
- **Competitive advantage:** Launch platform while the market conditions are poor and competition is limited (others have diverted focus). Utilize the Cryptool team's large investor network.

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03 **Platform Economics**

A robust financial model has been created to help steer Cryptool's decision-making to fulfill its Strategy. The following section outlines how Cryptool will focus on User Growth, Platform Transaction Growth, and Decentralized Exchange ("DEX") Activity to generate resilient and sustainable Revenue streams through various market conditions.

3.1 User Growth

Since the Cryptool platform will generate a revenue stream from monthly user fees, we will prioritize the swift onboarding of users to the platform through three primary target audiences.

Individual investors: Cryptool's primary focus is on attracting and serving early investors participating in presales and initial decentralized offerings (IDO). The platform is designed to cater to the unique needs and preferences of this specific target audience, offering features and functionalities that align with their investment strategies during the all stages of projects.

In addition, Cryptool aims to welcome DeFi users with an easy setup, user-friendly interface, and educational resources, while introducing them to more advanced crypto investment strategies linked to the other modules. Advanced individual investors will significantly benefit from the Portfolio, Calendar, Raise, and Market modules. New cryptocurrency investor growth is expected to rapidly accelerate through the next decade.

Investor Groups (Venture Capitals): Cryptool has successfully integrated venture capital and funding groups with large communities into its network, positioning itself as an attractive platform for these entities. In the second phase, the strategic initiative involves migrating existing venture capital firms from competitors. As part of the onboarding process, these groups will be required to relocate their users and members to the platform.

By showcasing the advantages of Cryptool's comprehensive platform, which addresses challenges in managing investment activities and communities, the goal is to seamlessly transition these groups. This strategic move not only enhances their operations but also contributes significantly to the platform's user base growth. As the cryptocurrency market innovates, these investment groups, now part of Cryptool, are poised to support new projects with substantial funding needs, growing their community and footprint within the crypto space.
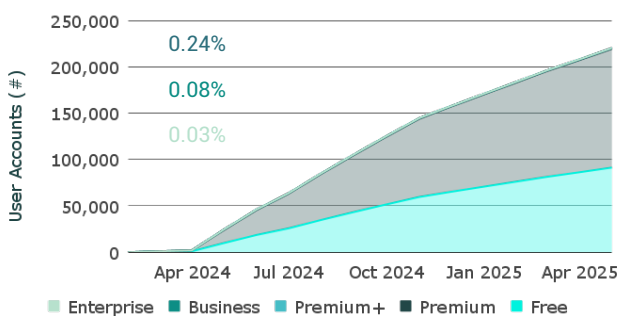

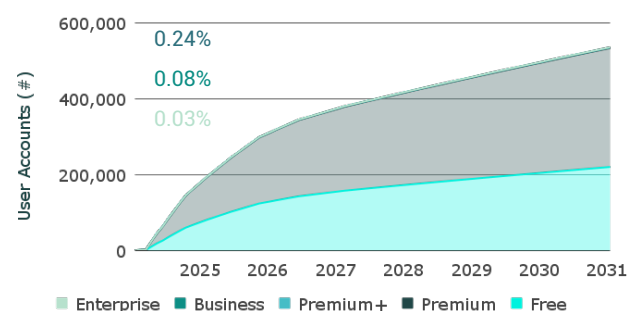Figure 1. User Growth: Short-Term

Figure 2. User Growth: Long-Term

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Start-Ups: Cryptool aims to not only integrate venture capital and funding groups but also actively screen, support, and advise new projects seeking funding. Start-ups, in need of financing for their business ventures, will find a dedicated funding platform in Cryptool. The platform's commitment extends to fostering a connection between these start-ups and a diverse community of investors and potential backers. Cryptool's comprehensive approach includes providing guidance and support to ensure the success and viability of new projects entering the cryptocurrency space.

The User Growth forecast chart (see figure 3) visually tracks Year-over-Year (YoY) user adoption growth for a cryptool, with each data point representing the number of users in current and previous years. Positive growth, depicted by ascending bars, signifies an expanding user base compared to the previous year. Notably, after the initial two years of operations, Cryptool's growth stabilizes, showcasing a consistent trajectory. The forecast predicts a steady and sustainable pattern according to Cryptool's growth goals of 10% per year, reflective of a matured phase in the platform's lifecycle, characterized by established, predictable, and reliable performance in terms of user adoption.
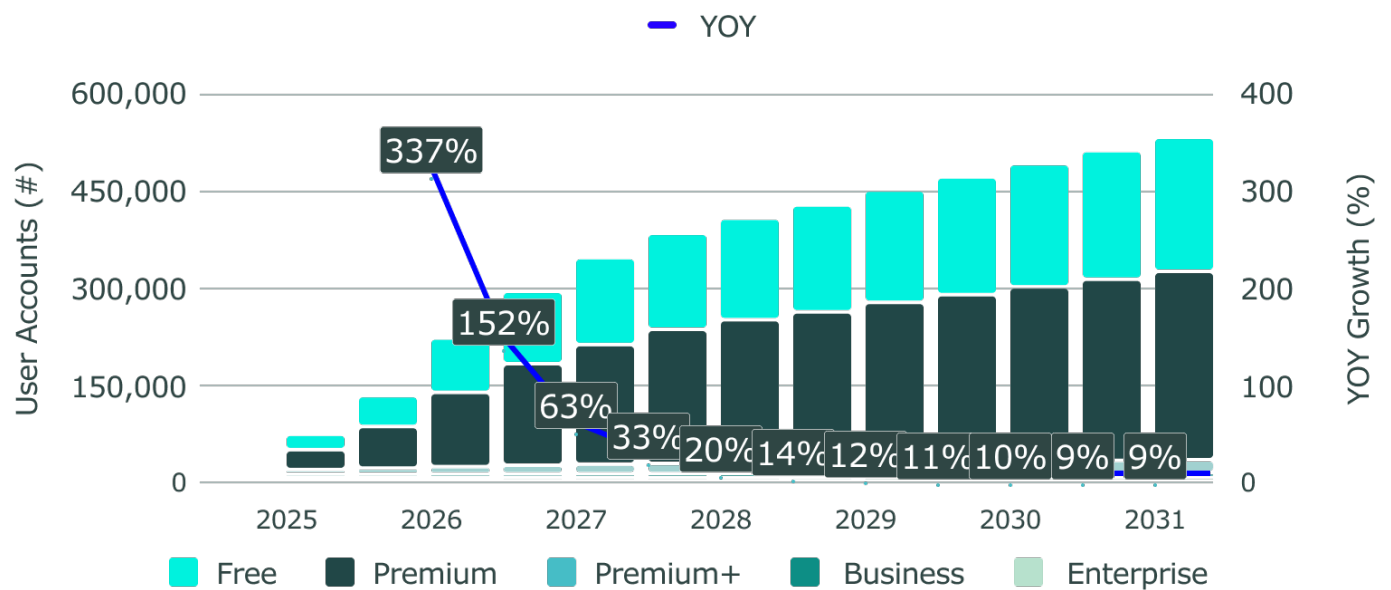

Figure 3: User Growth and YOY Forecast

3.2 Platform Transaction Growth

The Cryptool platform will generate a revenue stream from specific platform transaction fees. Therefore, after attracting users to the platform, we will focus on incentivizing users to increase transaction activity in the revenue generating modules due to comprehensive features, ease-of-use, and low fees:

• **Raise Module:**

> • *Target Audience:* Venture Capital (VC) Groups, Presale Platforms, Crowdfunders, Fundraisers, Startups
>
> • *Objective:* Facilitate fundraising for innovative projects, startups, and initiatives.

• **Market Module:**

> • *Target Audience:* Allocation Holders, Brokers, Traders
>
> • *Objective:* Provide a marketplace for seamless trading and allocation management for On- and Off-platform assets.

• **Invest Module (Later Phase):**

> • *Target Audience:* Investment Groups, Hedge Fund Managers, Co-investors, Copy-Traders
>
> • *Objective:* Enable advanced investment strategies, fund management, and collaborative investment opportunities.

Figures 4 and 5 forecast the Cryptool transaction growth value projections by platform module. We forecast transaction activity to follow historical crypto market bear/bull cycles. Therefore, we expect rapid growth through the first 2 years of the platform launch, followed by 2-3 years of softer activity, then a rebound to significantly higher transaction throughput during the following bull cycle.
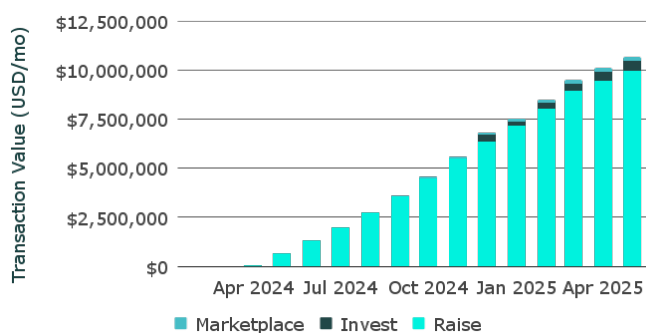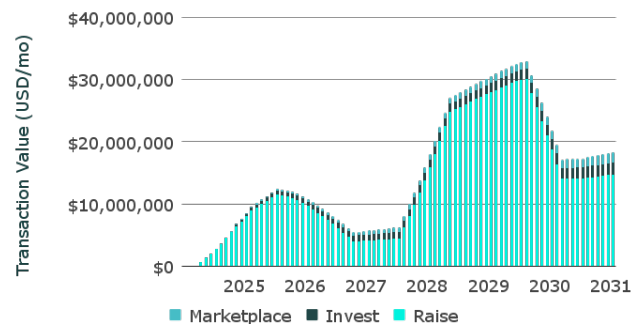

Figure 4 Transaction Growth: Short-Term

Figure 5. Transaction Growth: Long-Term

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3.3 Revenue

Revenue sources include user subscription fees and platform transactions fees (see table 1), decentralized exchange ("DEX") fees and staking/unstaking fees (see section 3.5 DEX and Staking Activity).

Given the assumptions on user growth and platform transaction growth outlined above, the revenue forecast model, illustrated in Figures 6 and 7, anticipates significant growth for the Cryptool platform after its first 6 months of operation and further expansion within the first year.
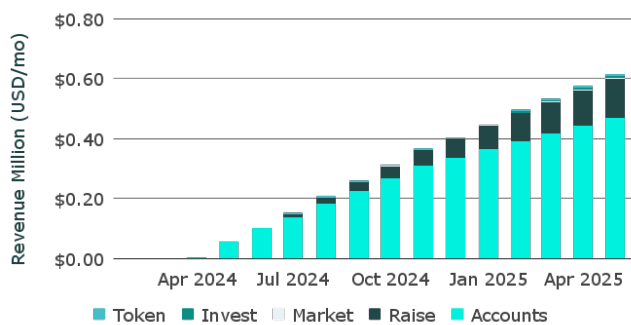

Figure 6. Revenue Forecast: Short-Term
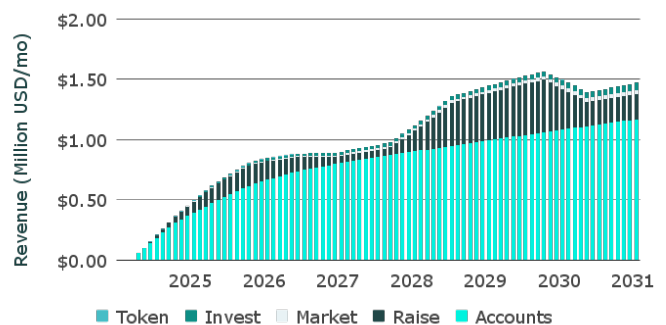
Figure 7. Revenue Forecast: Long-Term

The provided chart (see figure 8) visually represents Year-over-Year (YoY) revenue growth for Cryptool, utilizing business model calculations and forecasts. Each data point on the chart represents the revenue for a specific period in the current and previous years. Positive growth, illustrated by rising bars or trend lines, signifies an increase in revenue compared to the previous year.

The revenue model appears healthy and steady, with the analysis incorporating considerations for Bull and Bear markets, as well as other minor factors, to identify reasons behind fluctuations integrated into the calculations. The results aim to offer a comprehensive understanding of Cryptool's financial performance and stability, with a focus on long-term growth.

Figure 8: Revenue Growth and YOY Forecast

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3.4 Accounts and Features

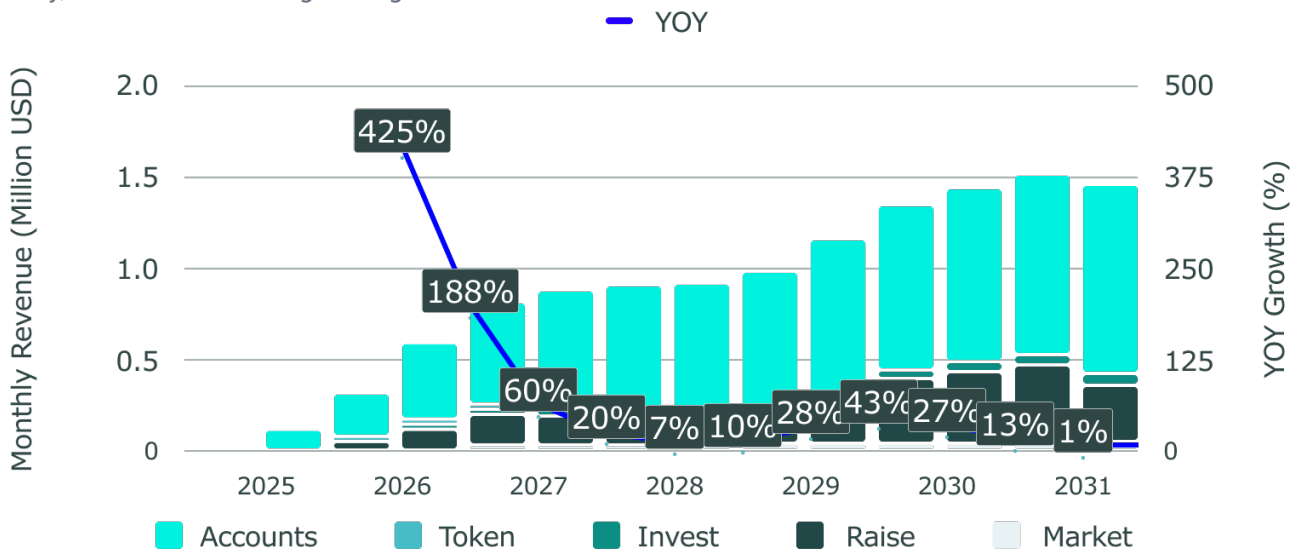For investors, Cryptool offers a diverse array of services and features tailored to optimize their digital asset management experience, including portfolio tracking, allocation management, and staking opportunities, all within a secure and user-friendly environment. On the other hand, for administrators such as groups, venture capitalists, and projects, Cryptool provides robust tools for transparent asset management, efficient fundraising, and group collaboration, empowering them to streamline operations and maximize investment opportunities.

User Accounts And Features
Individual users, ideal for investors managing portfolios and participating in presale and IDO investments, or those affiliated with community VCs or groups.

	Free	Premium (Most Popular)	Premium+
General Services			
Multiple Wallet (Chains) per Account	2	20	Unlimited
KYC Registration	✓	✓	✓
Database Entry & Modification	✗	✓	✓
Ambassador (Referral) Access	✓	✓	✓
Notifications & Chat (Inbox)	✓	✓	✓
Watchlist	✓	✓	✓
DAO & Voting Access	✗	✓	✓
Calendar Module			
Event Calendar & Reminders	✗	✓	✓
Sync Calendar (To Personal Email)	✗	✓	✓
Event Reminders & Notifications	✗	✓	✓
Portfolio Module			
Manual Portfolio Entries	10	100	Unlimited
Portfolio Dashboard	✓	✓	✓
Investment Overview (Assets & Allocations)	✓	✓	✓
Allocation Manager (Locked Tokens)	✓	✓	✓
Vesting & Unlock Manager	✓	✓	✓
Staking Portfolio Tracker	✓	✓	✓
Watchlist	✓	✓	✓
Wallet Synchronization	✗	✓	✓
Raise Module			
View all Funding Deals/Pools	✓	✓	✓
View Project Details	✓	✓	✓
Join Funding Deals/Pools	✓	✓	✓
Market Module			
Create Listing	✓	✓	✓
OTC Marketplace	✓	✓	✓
Broker Sales (Off-Platform Listings)	✓	✓	✓
Off-Platform (External) Sales	✓	✓	✓
Pre-Filled Custom Templates	✗	5	5
Anonymous Listings	✗	✓	✓
Invest Module			
Create Investment Group	✗	✓	✓
Create (Co)Invest Pools	✗	✓	✓
Join IDO-Tier Pools	✓	✓	✓
Join Investment Pools	✓	✓	✓

Enterprise Accounts And Features
Enterprises, projects, groups, and VC's seeking comprehensive solutions for fundraising, investment, portfolio management, performance tracking, and member management.

	Premium+	Business (Most Popular)	Enterprise
General Services			
Create Group (Max. Member Size)	50	1,000	Unlimited
Pre-Filled Custom Templates	5	5	10
Assign Group Wallets	✓	✓	✓
Database Entry & Modification	✓	✓	✓
Group Notifications & Chat (Inbox)	✓	✓	✓
VC / Group Management	✓	✓	✓
Member Management	✓	✓	✓
Member Funding Management	✓	✓	✓
Set Group Tiers (Fees)	✓	✓	✓
Set Group Roles & Permissions	✓	✓	✓
Group Portfolio P&L / ROI	✓	✓	✓
Group Preferences (Public/Private)	✓	✓	✓
Main Ambassador (Referral) Access	✓	✓	✓
Cryptool API Integration	✗	✗	✓
Inactive Mode	✓	✗	✗
Portfolio Module			
Manage Group Investment Portfolio	✓	✓	✓
Raise Module			
Create Pool(s)	✗	✓	✓
Import Pool(s) (Spreadsheet or Competitor)	✗	✓	✓
Deals & Pools Management	✗	✓	✓
Crowdfunding (Real Estate, NFT)	✗	✓	✓
Fundraising (Charity, Non-Profit)	✗	✓	✓
Presale, Private & Public Project Sales	✗	✓	✓
Custom Deal(s)	✗	✓	✓
Distribution Linear & Scheduled	✓	✓	✓
Market Module			
OTC Marketplace	✓	✓	✓
Broker Registration	✓	✓	✓
Broker Sales (On/Off-Platform Listings)	✓	✓	✓
SAFE/SAFT/ Token Warrant Sales	✓	✓	✓
Private (Closed Group) Sales	✓	✓	✓
Public (Open Group) Sales	✓	✓	✓
Invest Module			
Create Investment Manager Pool	✓	✓	✓
Create IDO-Tier (Co)Invest Pool	✓	✓	✓
Manage Pool Shares	✓	✓	✓

Table 1. Subscription Model and Features

The whitepaper contains a complete list of services and features, along with subscription details, providing thorough information about the platform's offerings

3.5 Account and Fees

The platform follows a freemium model, offering core services for free with limitations and enticing users to upgrade to premium subscriptions for advanced features, transaction discounts, and unlimited services. The strategy aims to attract a diverse user base, generate revenue through voluntary upgrades, and enhance the value of premium offerings as detailed in Table 2.

User Accounts And Fees

Individual users, ideal for investors managing portfolios and participating in presale and IDO investments, or those affiliated with community VCs or groups.

		Free	Most Popular Premium	Premium+
Raise Module				
Deposit Fees				
VC/Group Fundraise Pools	👤	1.5%	0.5%	0.4%
Crowdfunding Pools	👤	1.9%	0.9%	0.8%
IDO/INO Presale Pools	👤	1.9%	0.9%	0.8%
Fundraising Pools	👤	1.9%	0.9%	0.8%
Market Module				
Transaction Fees				
Sell Tax OTC Trades	👤	5.0%	2.5%	2.0%
Invest Module				
Deposit Fees				
Investing Groups	👤	1.9%	0.9%	0.8%
Withdrawal Fees				
Investing Groups	👤	1.9%	0.9%	0.8%
Subscription Pricing				
Billed Monthly			$3.99/mo	$9.99/mo
Billed Quarterly (Save up to 10%)		Free	$3.59/mo	$9.29/mo
Billed Annually (Save up to 25%)			$2.99/mo	$7.99/mo

Enterprise Accounts And Fees

Enterprises, projects, groups, and VC's seeking comprehensive solutions for fundraising, investment, portfolio management, performance tracking, and member management.

		Premium+	Most Popular Business	Enterprise
General				
Inactive Fees				
Inactive Mode *	👥	✅	⊗	⊗
Raise Module				
VC Raise Fees				
Presale Pools **	👥	⊗	0.5%	0.4%
Project Raise Fees				
IDO/INO Presale Pools **	👥	⊗	8.0%	5.0%
Distribution Fees				
VC and Crowdfunding Pools	👥	$5.00	$3.00	$1.00
IDO/INO Presale Pools	👥	$5.00	$3.00	$1.00
Fundraising Pools	👥	$5.00	$3.00	$1.00
Market Module				
Transaction Fees				
Sell Tax OTC Trades	👤	2.0%	1.5%	1.5%
Invest Module				
Distribution Fees				
Investing Groups	👥	$5.00	$3.00	$1.00
Subscription Pricing				
Billed Monthly		$9.99/mo	$49.99/mo	$149.99/mo
Billed Quarterly (Save up to 8%)		$9.29/mo	$45.99/mo	$139.99/mo
Billed Annually (Save up to 10%)		$7.99/mo	$39.99/mo	$119.99/mo

👤 Fees paid by investors
👥 Fees paid by the group

* Premium+ Reactivation Fee:
1. This penalty comes into play if the subscription fee for the Premium+ level is not paid within a 30-day grace period.
2. The penalty is determined by a base fee of $149.99.

** Raised Fees
1. Please note that fees will be deducted from the total amount raised.

Table 2. Subscription Model and Features

To enhance transparency and distribute costs fairly, we're revising Cryptool's fee structure so that fees are shared between venture capital (VC) or funding groups and individual members (users). This new approach significantly reduces fees for VC groups and investors alike, leading to substantial cost reductions overall. Additionally, Cryptool allows smaller VC funding groups to raise funds with very low monthly or pool fees, further democratizing access to fundraising opportunities and promoting inclusivity within the investment ecosystem.

By spreading the financial burden, we aim to foster a more collaborative and equitable investment environment where everyone benefits from the platform's services.

The whitepaper contains a complete list of services and features, along with subscription details, providing thorough information about the platform's offerings

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3.6 DEX and Staking Fees

The Cryptool platform will generate a revenue stream from project token transactions:

- **DEX activity fees:** All token sales will be subject to a 0.9% fee. This is designed to incentivize token holding and staking instead of trading to support token investor ROI.
- **Staking activity fees**: The platform's staking module incentivizes token holders to stake their tokens and enjoy platform benefits. However, staking for less than 180 days incurs a variable staking fee, ranging from 0.9% (90 days) to 1.9% (60 days). The specified fee structure serves as an incentive for investors to choose longer staking periods, thereby contributing to the stability of the associated token.
- **Unstaking activity fees:** Those who stake their tokens for a shorter time period or unstake their tokens early will have their staking rewards taxed between 0.9% and 2.9%. This is designed to incentivize token holders to stake their tokens for longer time periods and deter them from unstaking early.
- **CEX Market Making Activity fees:** Revenue generated through market making activities on cryptocurrency exchanges. Cryptool will provide liquidity by continuously buying and selling their tokens, earning fees when traders transact with their tokens on the exchange. This revenue stream, supports ongoing development and marketing efforts, ensuring financial stability and long-term viability in the competitive cryptocurrency market.

Token Fees
Table showcasing all token fees: DEX, CEX, staking

Staking Fees

Deposit Fees

60 Days Locking Period	1.9%
90 Days Locking Period	0.9%
180 Days Locking Period	0.0%

Unstaking Fees

Early Withdrawal Fees

Unlocked Tokens	0.0%
0 - 30 Days Early	0.9%
31 - 90 Days Early	1.9%
91 - 180 Days Early	2.9%

DEX Trading Fees

Trades

Sell Tax	0.9%

CEX Trading Fees

Trades

Trading	Standard

Table 3: $CTO DEX/CEX, Trading and Staking Token Fees

04 **Growth Strategy**

Cryptool has formulated a comprehensive growth strategy that includes a range of initiatives designed to enhance user engagement, attract new participants, creating a healthy community and ecosystem. Several key components of Cryptool's growth strategy are Platform Revenue Sharing, Buy-Back Program, Referral Marketing Program and Cryptools Marketing Campaigns.

4.1 Revenue Sharing

In line with its strategic objectives, Cryptool.io is committed to expanding its user base to generate revenue, covering operational costs and providing rewards to its valued token holders.

Cryptool has implemented a revenue-sharing mechanism designed to benefit token holders, providing them with incentives and rewards. Explore how Cryptool strategically captivates and retains user interest, fostering continued engagement and investment in the platform user the following strategies:

1. **Allocation of Revenue:**
   A portion of the revenue generated by the platform is allocated to specific programs that directly benefit token holders.
2. **Rewards for Token Holders:**
   Token holders benefit from the increased value of their holdings as a result of the buyback and burn mechanism.
3. **Long-Term Value Appreciation:**
   By consistently implementing buyback and burn events, Cryptool aims to create a long-term strategy for token value appreciation.
4. **Tiered Reward System:**
   Introduce a tiered reward system where users holding larger amounts of tokens receive additional bonuses or higher percentages of the revenue share through rewards.

By implementing this comprehensive revenue-sharing strategy, Cryptool.io aims to create a mutually beneficial relationship with its platform users and token holders, fostering a strong and engaged community.

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Cryptool will allocate a portion of its incentives designed to benefit users who are invested in the platform and holding tokens through its buy-back program and burning mechanism (see section 5.3).

4.2 Buyback Program

Cryptool's token buyback program is designed to benefit token holders and stakers by supporting token price and increasing staking yields. All token buybacks will be sent to the Cryptool Reserve, a wallet to hold such tokens until the Cryptool team decides how to use them (use as staking rewards, lock them for an extended period of time, add to liquidity, or send to other Cryptool wallets [Ecosystem, Marketing and Reserve]). The Cryptool team will review token performance on a monthly basis to determine the following token buyback actions for the following 3 months:

• Total target APY for the staking rewards program

• The portion of platform fees to use to purchase tokens

• The portion of Reserve tokens to distribute as staking rewards, burn, and send to other platform wallets

• The staking rewards vesting schedule

Token buyback actions will be made transparent on a monthly frequency, after they are completed.

In summary, Cryptool's Buy-Back Program involves using a portion of the platform's earnings to buy back and burn its native tokens. This mechanism aims to reward token holders by potentially increasing the value of their holdings and fostering a sustainable and appreciative token ecosystem. For more detailed information, kindly refer to Section 5.3.
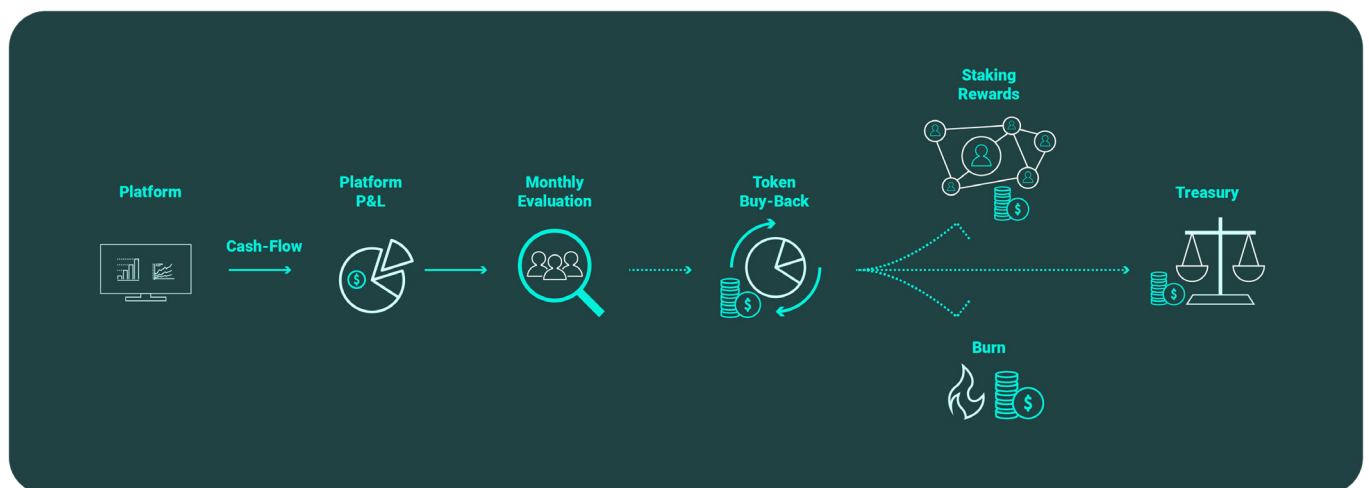

Figure 9. Token buy-back functionality schematic overview

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Cryptool will allocate a portion of its revenue into two programs designed to benefit users who attract additional users to the Cryptool platform (Referral Marketing Program) and for investors holding Cryptool tokens (Buyback Program).

4.3 Referral Program

The Referral Marketing Program is designed to compensate users (Ambassadors) for attracting new users (Community Members, Team Members, Friends and Family) to the Cryptool platform. Ambassadors will receive a portion of platform transaction fees generated from its referred users. The Referral Marketing Program is a key tool for driving user growth in Cryptool. By leveraging the networks of existing users, the program aims to expand the platform's reach and cultivate a thriving crypto investor community. It also provides incentives for users to actively support and promote the Cryptool platform.

Occasionally, recruitment campaigns with boosted rewards will be available. Token holders who stake a certain quantity of tokens will receive Ambassador reward multipliers. Ambassadors can sell their Referral Marketing Shares in the Market module.

What's the potential?

The potential earnings for users with large networks are substantial! An Ambassador who refers 10,000 users averaging $5,000 per month in Raise deposits alone could earn over $208,000 per month in passive income!
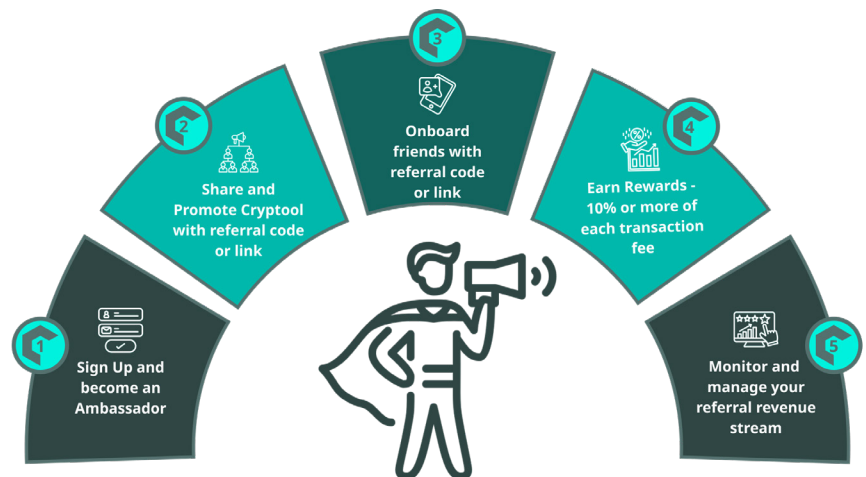
Figure 10. Referral Marketing Program process flow chart

Example
Earnings= Transactions x Average Transaction Value x Platform Fee X Referral Fee:

Earning Potential				
Users Referred (#)	10	100	1,000	10,000
Raise; User's avg. Transaction Value (USD/mo)		$2,500		
Platform Fee (% of Deposit)		0.4 - 1.5%		
Market; User's avg. Transaction Value (USD/mo)		$250		
Platform Fee (% of Trade)		1.5 - 5.0%		
Ambassador Earning Term (% of Fees)		10 - 27.75%		
Ambassador Earnings (USD/mo)	$13.75 - $138.75	$137 - $1,387	$1,375 - $13,875	$13,750 - $138k

Table 4. Earning Potential

Earning Potential				
VC Referred (#)	1	5	10	20
Raise; VC avg. Raise Value (USD/mo)		$250,000		
Platform Fee (% of Deposit)		0.4 - 0.5%		
Ambassador Earning Term (% of Fees)		10 - 27.75%		
Ambassador Earnings (USD/mo)	$100 - $346	$500 - $1,734	$1,000 - $3,468	$2,000 - $6,937

Table 5. Earning Potential

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4.4 Marketing Campaign Programs

Cryptool's strategy centers on engaging the market and users directly through secured spots on multiple launchpads, ensuring targeted access. Launchpad and presale users are pivotal demographics for platform success. The pre-launch whitelist registration offers exclusive benefits to early adopters, setting the stage for heightened interest.

Our referral marketing program not only drives engagement but taps the User's networks, leveraging their influence in the crypto community. Intensifying social media growth efforts on Telegram, Twitter, and LinkedIn and expanding Cryptool's presence and resonate with the launchpad User's community.

Active participation in market-making programs reinforces our commitment to the broader crypto landscape, enhancing visibility among potential launchpad users. Pay-per-click ads and SEO optimization target both crypto enthusiasts and launchpad users, while participation in online and offline events across Europe aims to create widespread buzz and reach potential users through diverse channels.

In collaboration with external marketing companies, Cryptool leverages expertise to communicate its value proposition effectively. The synergy between marketing initiatives and launching on multiple launchpads establishes Cryptool as a promising platform with direct access to the market and its key user base.

Pre-launch Whitelist Registration:
Early engagement for platform discounts and bonuses within Cryptool's network.

Referral Marketing Program:
Focused advertising to drive engagement through referrals.

Social Media Growth:
Budget emphasis on early giveaway announcements, expanding and increasing engagement on platforms such as TG, Twitter, Telegram, and LinkedIn.

Marketing Plan

Engage in Marketing Programs:
Active participation in various partner marketing initiatives.

Pay-per-Click Ads and SEO Optimization:
Targeted ads on Twitter, Facebook, or Instagram, coupled with website and post optimization for SEO.

Participate in Online and Offline Events:
Pitching and introducing Cryptool at events across Europe to a broader audience.

Collaborate with External Marketing Companies:
Utilize reputable external marketing firms for advertising and promotion.

The initial marketing budget is determined by funding results, and upon the platform becoming operational, a fixed percentage of revenue is allocated for ongoing marketing purposes.

Marketing budget is excluding reserved marketing token allocations

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05 **Token**

Cryptool plans to launch a project token to facilitate use of the Cryptool platform and to provide various benefits to holders. It is designed with the following utility based on the user's Staking Tier.

5.1 Token Utility

In essence, the Cryptool Token is a versatile asset that goes beyond facilitating transactions—it empowers users with a spectrum of perks and advantages, enhancing their overall experience on the platform.

Within the Cryptool ecosystem, the native token serves a dual purpose. Users can employ it for (discounted) subscription payments, and when strategically staked, it unlocks an array of benefits, encompassing platform discounts and potential revenue shares (see Figure 11).
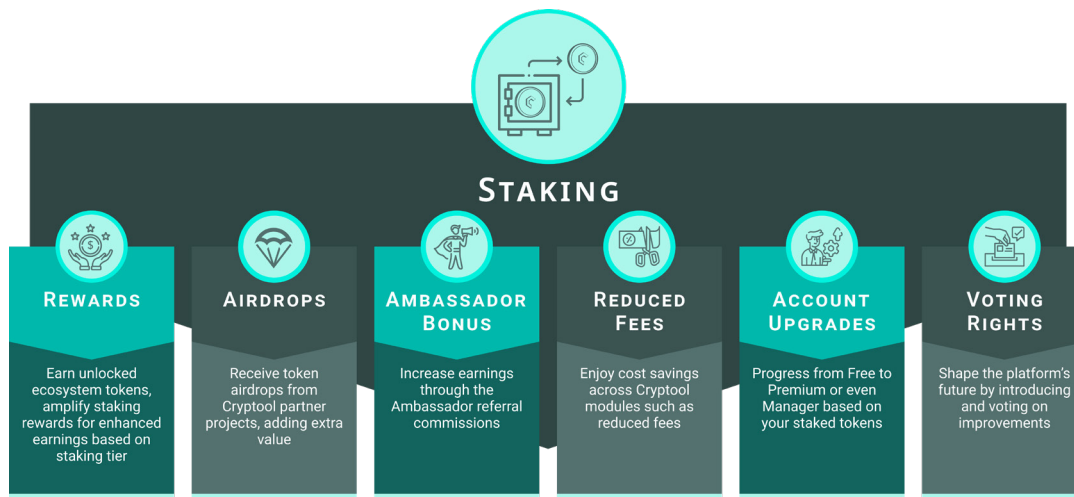

STAKING

REWARDS	AIRDROPS	AMBASSADOR BONUS	REDUCED FEES	ACCOUNT UPGRADES	VOTING RIGHTS
Earn unlocked ecosystem tokens, amplify staking rewards for enhanced earnings based on staking tier	Receive token airdrops from Cryptool partner projects, adding extra value	Increase earnings through the Ambassador referral commissions	Enjoy cost savings across Cryptool modules such as reduced fees	Progress from Free to Premium or even Manager based on your staked tokens	Shape the platform's future by introducing and voting on improvements

Figure 11. Token holder and stalking requirements for various token utilities (subject to change)

In summary, Cryptool's native token is a dynamic tool for users. Beyond enabling seamless transactions, it acts as a strategic asset, offering reduced subscription costs and additional revenue benefits through staking. This multifaceted functionality encourages active engagement and fosters participation in the Cryptool ecosystem.

Tiers and Rewards

Choose the tier that best suits your goals and take advantage of the bonus rewards.

	1	2	3	4	5
Required CTO	25,000	75,000	200,000	500,000	1,000,000
Rewards Multiplier	x1.0	x1.2	x1.3	x1.5	x2.0
Subscription Discount	-2.5%	-5%	-10%	-20%	-30%
Fees Reduction	-2.5%	-5%	-10%	-20%	-30%
Ambassador Referral Bonus	+2.5%	+5%	+10%	+15%	+25%
Free Subscription Account Upgrade	⊗	Premium	Premium+	Business	Enterprise
Voting Rights	⊗	⊘	⊘	⊘	⊘

You calculate the reduction or bonus based on the following calculation:
1. Start with the original fee: 0.4% (Premium+)
2. Apply the percentage reduction: 10% (Tier 3) of 0.4% is 0.1 * 0.4% = 0.04%
3. Subtract the reduction from the original fee: 0.4% - 0.04% = 0.36%

Staking is designed to reward users with more benefits at higher tiers. Cryptool will continue to implement more

benefits as additional modules and services are released. Our staking tiers are explained further in Table 6.

Table 6. Token holder and stalking requirements for various token utilities (subject to change)

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5.2 Tokenomics

The Tokenomics section of Cryptool offers a comprehensive guide, emphasizing transparency and clarity to assist investors, stakeholders, and enthusiasts in understanding the intricacies of its native token's financial model. In Figure 12 and Table 7 explain the tokenomics in more detail.

Token Name:	$CTO
Token Type:	Utility
Listing Price:	$0.020
Total Supply:	750,000,000
Initial Token Supply:	56,812,500
Initial Market Cap:	$686,250
Fully Diluted Market Cap:	$15,000,000

750,000,000
$CTO

- Pre-Seed: 1%
- Seed: 5%
- Private: 9%
- KOL: 2%
- Public: 2.5%
- Liquidity: 10%
- Ecosystem: 25%
- Marketing: 10%
- Reserve: 20%
- Strategic Partners: 6%
- Team: 9.5%
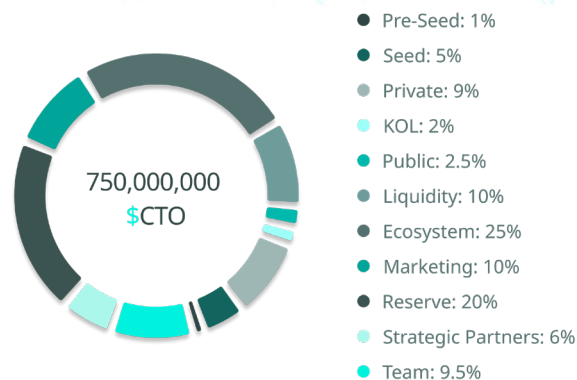
Figure 12. Tokenomics

Allocation (Round)	Supply %	Supply Tokens #	Price $	Vesting Description
Pre-Seed	1%	7,500,000	$0.0065	5% @ TGE, 3 month cliff, linear vesting for 10 months
Seed	5%	37,500,000	$0.01	10% @ TGE, 2 month cliff, linear vesting for 10 months
Private	9%	67,500,000	$0.0135	10% @ TGE, linear vesting for 8 months
KOL***	2%	15,000,000	$0.0165	25% @ TGE, linear vesting for 3 months
Public	2.5%	18,750,000	$0.02	50% @ TGE, linear vesting for 1 month
Liquidity	10%	75,000,000		30% ($450k) @ TGE, unlock on demand
Ecosystem *	25%	187,500,000		2.5% @ TGE, linear vesting for 48 months
Marketing	10%	75,000,000		2.5% @ TGE, 1 month cliff, linear vesting for 36 months
Reserve **	20%	150,000,000		2.5% @ TGE, 1 month cliff, linear vesting for 24 months
Strategic Partners & Advisors ***	6%	45,000,000		0% @ TGE, 6 month cliff, linear vesting for 24 months
Team ***	9.5%	71,250,000		0% @ TGE, 12 month cliff, linear vesting for 24 months

    *   Token ecosystem allocation rewards staking participants and token holders.
    **   Token Reserve serves as a funding source for development, and key initiatives within the Cryptool ecosystem.
    *** Performance based unlock.

Table 7. Tokenomics table

Investor Allocations

Cryptool aims to raise close to 2 million dollars across 4 funding rounds: pre-seed, seed, private, and public. These funds will be used primarily for initial business start-up, platform development, legal and token launch costs.

Cryptool stands as a testament to our unwavering commitment and belief in its vision. A significant portion of this groundbreaking project has been self-funded by our dedicated team, with over 7,000 hours of collective effort invested to bring our vision to life. This commitment extends beyond time and effort, with a personal financial investment exceeding $100,000, underlining our dedication to Cryptool's success and the immense potential we see in its future.

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Platform Allocations

• **Ecosystem:** Tokens used for platform incentives (i.e. staking rewards) and feature developments. Since most features will be funded by platform profits, it is estimated approximately 5 - 10% of these tokens will be used.

• **Marketing:** Tokens used for marketing initiatives (i.e. user onboarding and growth). Since most marketing will be funded by platform profits, it is estimated approximately 5 - 10% of these tokens will be used.

• **Reserve:** Tokens serving as funds that can be utilized to finance various development activities   and strategic initiatives within the broader Cryptool ecosystem (i.e. technical development, platform upgrades, security enhancements, research, and other key projects). These initiatives and other key expenses that contribute to the growth and improvement of the overall ecosystem. Since most of expenses will be funded by platform profits, it is estimated approximately 5-10% of these tokens will be used.

• **Partners/Team:** Token allocated to strategic partners and Cryptool team members. Most of these tokens will only unlock after key performance milestones have been reached. Since team salaries and shares will be funded from platform revenue, the team is not obligated and required to sell team tokens.

The thoughtful design of Cryptool's tokenomics revolves around key elements:

Controlled Sell Allocations: Investor allocations constitute 13.5% of the token supply, and the Token Utility is structured to encourage investors and platform users to stake their tokens, thereby mitigating sell pressure.

01: Performance-based unlocks:
Team and partner tokens unlock based on performance, ensuring controlled releases tied to specific milestones and indicators.

02: Limited Supply and Emissions: The total token supply is capped at 750 million, with a gradual emissions schedule to control the influx of new tokens into circulation.

03 Self-Sustainability: Cryptool sustains itself by funding team, marketing, liquidity, and development directly from platform revenue, avoiding team token sales.

04: Buy-Back: Our revenue model involves using a percentage of platform earnings for buy-backs, supporting liquidity, staking rewards, marketing, airdrops, and emission control.
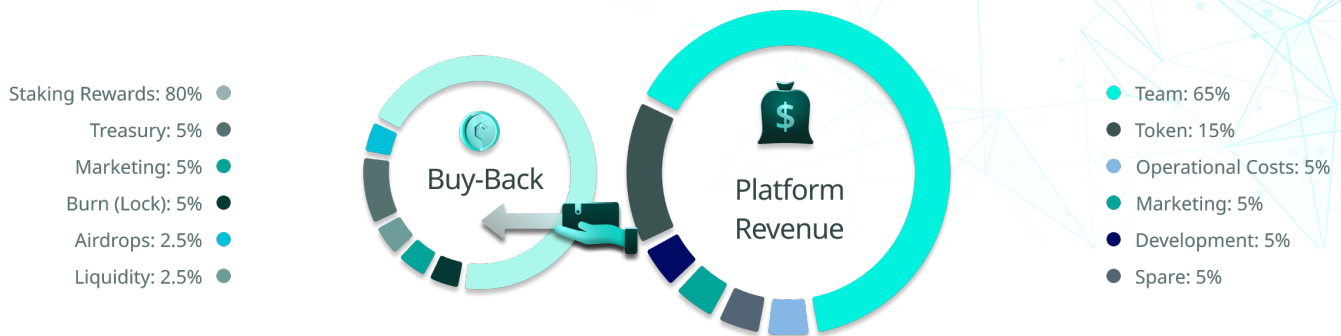
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Staking Rewards: 80%
Treasury: 5%
Marketing: 5%
Burn (Lock): 5%
Airdrops: 2.5%
Liquidity: 2.5%

Buy-Back

Platform
Revenue

Team: 65%
Token: 15%
Operational Costs: 5%
Marketing: 5%
Development: 5%
Spare: 5%

Figure 13. Buy-Back & Platform Revenue illustration

STAKE REWARDS

Bought-back tokens are distributed to stakers, encouraging long-term commitment, reducing sell pressure, and enhancing community engagement.

SUSTAINABLE

The buy-back strategy aligns with a commitment to long-term sustainability, increasing token value and creating profit for token holders.

EMISSION CONTROL

The buy-back mechanism gradually replenishes the token supply of Treasury, Marketing, Ecosystem allocations, maintaining a balanced ecosystem.

STABILITY

Covering expenses through platform revenue minimizes sell pressure, supporting a stable token price.

BURNING

Token burning reduces overall supply, benefiting investors by potentially enhancing the token's value. Cryptool is planning to burn unused Marketing, Ecosystem and Treasury tokens
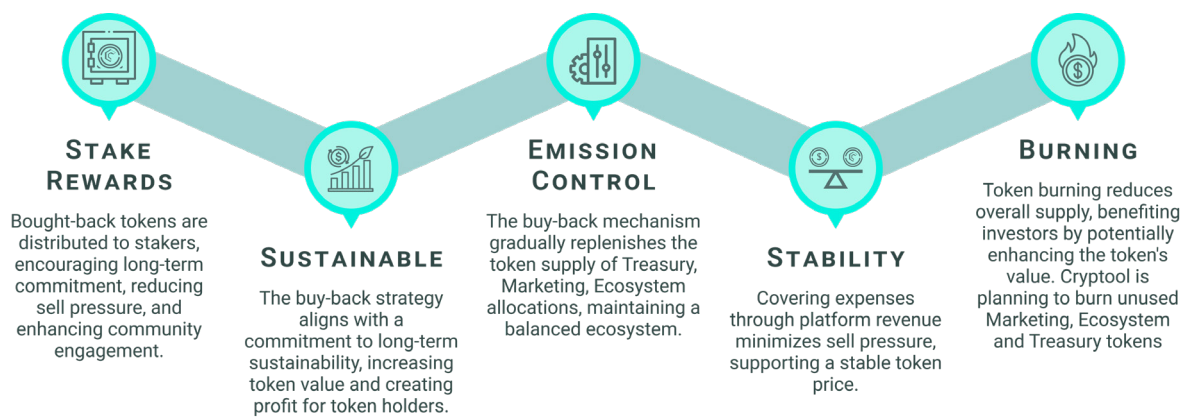
Figure 14. Buy-Back & Platform Revenue illustration

5.3 Burning Mechanism

The burning mechanism in Cryptool refers to the intentional and permanent removal of a certain amount of tokens (cryptocurrency) from circulation, see Figure 15. This process involves sending the tokens to a locked wallet address that is not accessible or recoverable. The primary purpose of implementing a burning mechanism is to reduce the total supply of tokens in circulation, contributing to deflationary pressure. This will increase the value of the remaining tokens as they become scarcer.
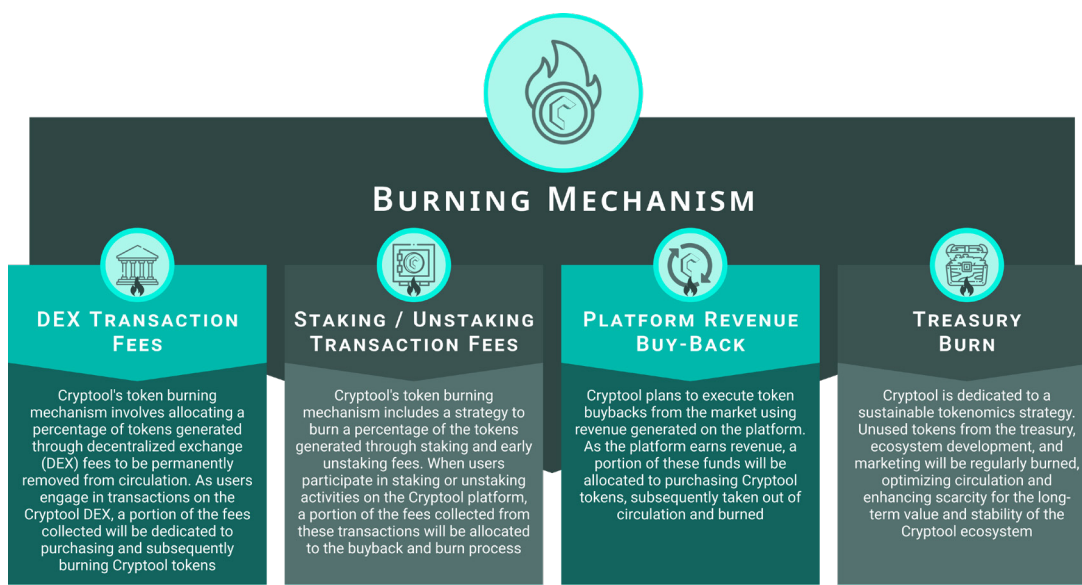
BURNING MECHANISM

DEX TRANSACTION FEES

Cryptool's token burning mechanism involves allocating a percentage of tokens generated through decentralized exchange (DEX) fees to be permanently removed from circulation. As users engage in transactions on the Cryptool DEX, a portion of the fees collected will be dedicated to purchasing and subsequently burning Cryptool tokens

STAKING / UNSTAKING TRANSACTION FEES

Cryptool's token burning mechanism includes a strategy to burn a percentage of the tokens generated through staking and early unstaking fees. When users participate in staking or unstaking activities on the Cryptool platform, a portion of the fees collected from these transactions will be allocated to the buyback and burn process

PLATFORM REVENUE BUY-BACK

Cryptool plans to execute token buybacks from the market using revenue generated on the platform. As the platform earns revenue, a portion of these funds will be allocated to purchasing Cryptool tokens, subsequently taken out of circulation and burned

TREASURY BURN

Cryptool is dedicated to a sustainable tokenomics strategy. Unused tokens from the treasury, ecosystem development, and marketing will be regularly burned, optimizing circulation and enhancing scarcity for the long-term value and stability of the Cryptool ecosystem

Figure 15. Burning Mechanism explained

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5.4 Token Emissions

The token emissions will be fairly conservative over the first year, with less than 335 million tokens unlocked. It should be noted that roughly 68 million tokens unlocked over this time period belong to pre-seed, seed, private, public investors (solid series in figures), while the remaining are primarily for Cryptool use (dashed series in figures). Figure 16 shows a long-term emissions schedule resulting in all 1 billion tokens being unlocked.

Vesting Schedule
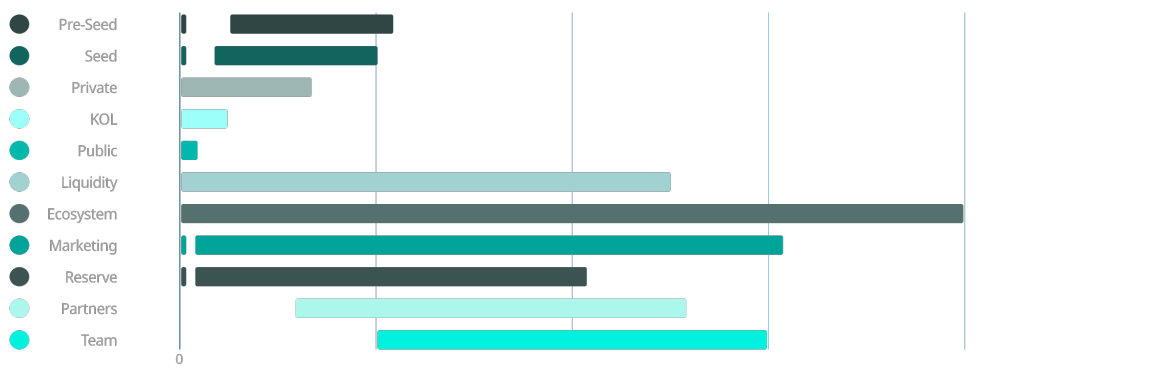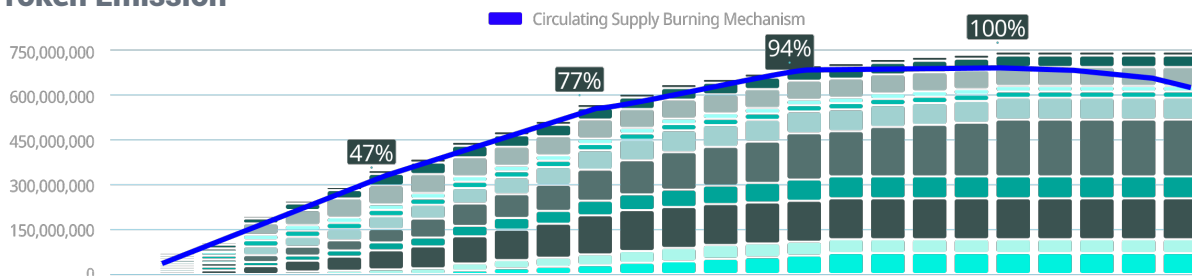
Token Emission
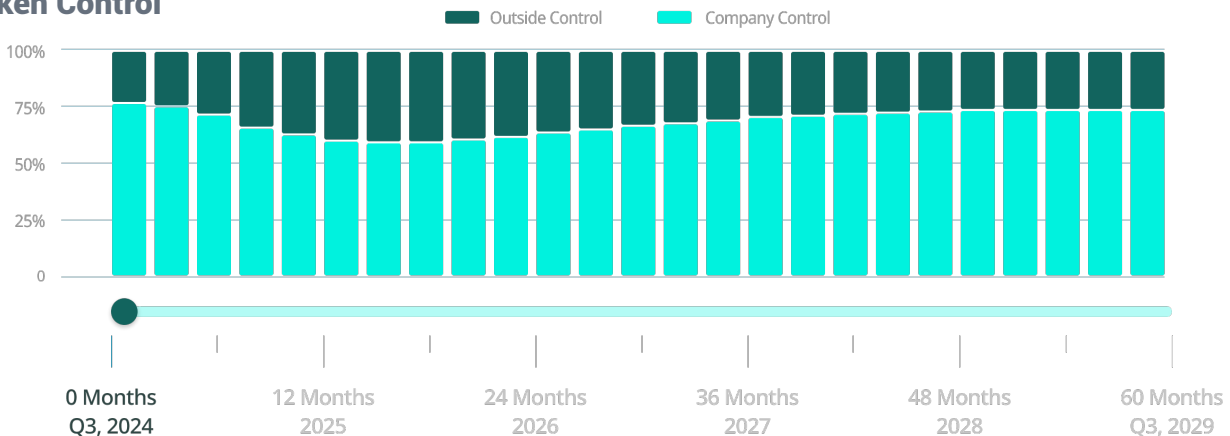
Token Control

Figure 16. The above illustration shows the Vesting Schedule, Token Emission & Token Control

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As mentioned in the Tokenomics section, several token allocations are not expected to be fully used (Ecosystem, Reserve and Marketing) while others are only unlocked after certain performance-based milestones have been achieved (Partners, Team). This will result in a lower circulating supply of tokens, supporting Cryptool's strategy to reward token holders. Furthermore, the Token Utility incentives token holders to stake their tokens, thus reducing circulating supply further. Figures 17 and 18 show the short-term and long-term forecasted unlocked token supply (based on tokenomics) vs circulating supply (assumptions above, but including Token Buybacks and tokens received from DEX and Staking Activity).
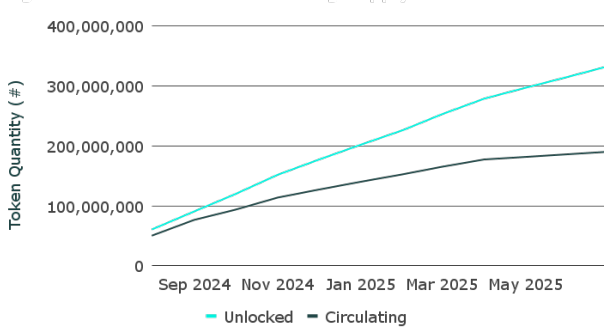
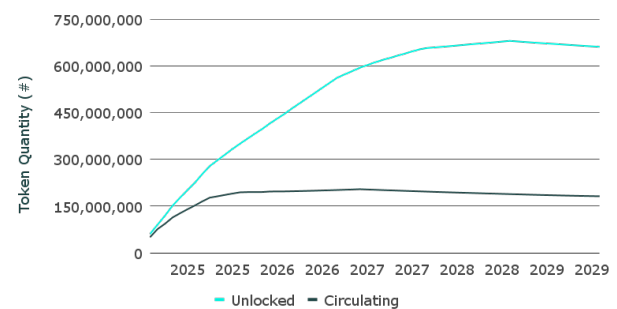Figure 17. Token Supply: Unlocked vs. Circulating Short-Term

Figure 18. Token Supply: Unlocked vs. Circulating Long-Term

5.5 Token Performance

The Cryptool team understands the importance of token ROI to investors; therefore, token price is a major focus of Cryptool's strategy. This section explores how Cryptool's token Buyback Program is designed to impact token price.

Figures 19 and 20 show such a modeled scenario with (light blue line) and without (dark green line) such token buybacks. Here are some additional assumptions for the first two years:
• Approximately half of investors' tokens are immediately sold upon unlocking
• The other half of investors' tokens are staked or held by those speculating on
  token price growth
• Retail token buys and sells are relatively balanced
• A marketing campaign is executed from May through July 2024
• Cryptool begins its Buyback Program gradually in June 2024, roughly increasing to ~10 - 20% monthly revenue

For 2027 forward, a fixed buy/sell activity has been set and price activity is purely based on buy-back program.
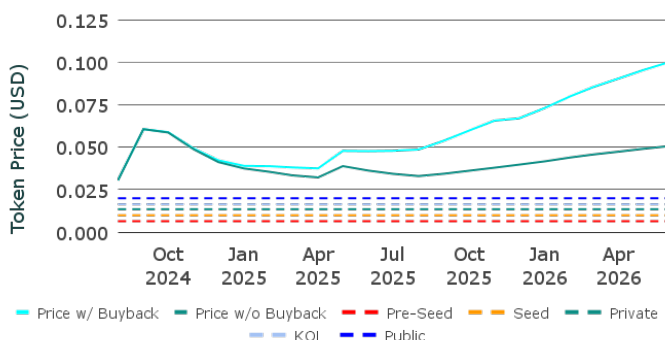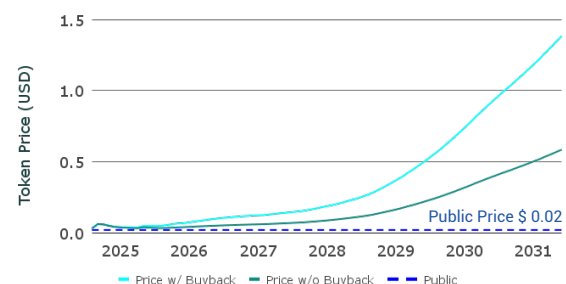

Figure 19. Token Price: Short-Term

Figure 20. Token Price: Long-Term

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Disclaimer: This section provides a simulation of results based on several assumptions (many of which are outlined above). There is no guarantee these levels of return will occur, and readers should assess such risks, and accept that actual returns may differ.

5.6 Return on Investment

ROI models are developed for both investors who immediately sell their tokens upon unlock and for investors who stake their tokens. While both approaches are estimated to yield solid ROIs with conservative model assumptions, the tokenomics are designed to yield a greater ROI for those who stake. The ROI models are comprised of two values:

• **Staking:** The return on initial investment purely based on staking rewards
• **Price:** the return on initial investment purely based on token price, excluding any staking rewards

Assuming $1,000 initial investments for pre-seed, seed, private, and public holders, Figure 21 shows the value of such initial investments if the tokens are immediately sold upon token unlocks (i.e. tokens are not staked, and therefore receive no staking rewards). However, Figure 22 shows the same $1,000 initial investments, but with a 48 month projected cumulative value if investors stake their tokens (i.e. including staking rewards).
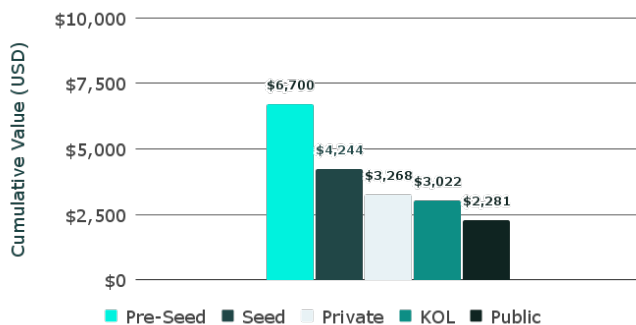
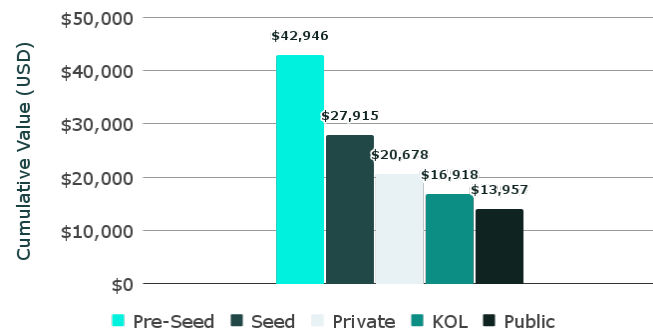Figure 21. Investor ROI: Sell unlocks (Sell @ Token Unlock)

Figure 22. Investor ROI: Stake & hold (48 Month Period)

5.7 Market Capitalization

Using Cryptool's conservative economic model, the token's short-term and long-term market capitalization can be forecasted, as shown in Figures 23 and 24, respectively. Given Cryptool's projected revenues and profitability after platform launch, this market capitalization can be perceived as low. However, this is exactly how Cryptool would like to model its economic projections: conservatively. This will allow the Cryptool team to proactively prepare in the event of missed targets and poor market developments. If performance exceeds such assumptions, the Cryptool team will have much more flexibility to adapt to token holder needs.
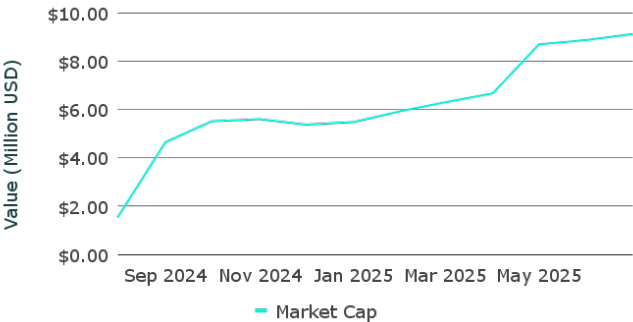
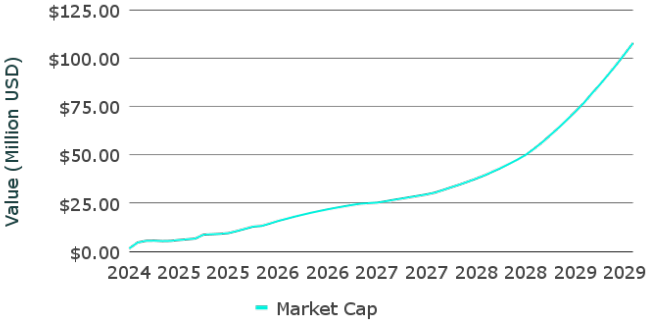Figure 23. Market Cap: Short-Term

Figure 24. Market Cap: Long-Term

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Cryptool's strategic decision to begin with two main networks, Binance Smart Chain (BSC) and Ethereum (ETH), and subsequent plans to expand within the first year of operation is not only geared towards enhancing platform functionality but also aims to increase total transactions and revenue. Here's how:

5.8 Network Expansion

- **Enhanced User Engagement**: Offering compatibility with both Binance Smart Chain and Ethereum ensures that users with different preferences and priorities can engage with the platform seamlessly. This diversity is likely to attract a broader user base, increasing overall engagement.
- **Increased Transaction Volume:** Supporting multiple networks provides users with more options for transactions, leading to an increase in the overall transaction volume on the Cryptool platform. This heightened activity contributes to the growth of the platform and its ecosystem.
- **Revenue Growth:** As the total transactions on the platform increase, so does the revenue generated from transaction fees and other associated revenue streams. The expansion to additional networks within the first year aligns with Cryptool's goal of not only providing a versatile experience but also fostering revenue growth.
- **Adaptability to Market Trends:** The ability to expand to new networks based on user and market requirements positions Cryptool as a dynamic and adaptable platform. Staying abreast of market trends and user preferences ensures that the platform can capitalize on emerging opportunities, contributing to sustained revenue growth.
- **Scalability Benefits:** Supporting multiple networks provides scalability benefits, allowing Cryptool to handle increased transaction volumes efficiently. This scalability is essential for accommodating a growing user base and ensuring a smooth and responsive user experience.

In conclusion, Cryptool's approach to network selection and subsequent expansion is not only strategic in terms of functionality but is also a proactive measure to stimulate increased total transactions and revenue. By catering to diverse user needs and staying responsive to market dynamics, Cryptool aims to establish itself as a thriving and adaptable platform in the blockchain space.

5.9 DEX/CEX Listing Strategy

Cryptool's DEX strategy involves initially launching on a decentralized exchange (DEX) and subsequently transitioning to a centralized exchange (CEX) once sufficient trading volume and liquidity are generated. This phased approach allows Cryptool to establish a presence in the decentralized ecosystem, where it can leverage the benefits of decentralization. As trading activity and community adoption grow, the project then expands to centralized exchanges to access a broader user base and enhance overall market visibility. This strategy aims to optimize exposure and liquidity while aligning with the project's growth trajectory.

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06 **Disclaimer**

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